

Rep Order# 9797214 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 50353

Printed: 08/22/2012 4:51 PM  
Last Received: 08/22/2012 4:49 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product NAM  
Estimate#  
Buyer RANDE LEVINE  
Phone#  
Fax#

Agency ( ) TARGET ENTERPRISES  
15260 VENTURA BLVD., SUITE 1240  
SHERMAN OAKS, CA 91403  
Agency C/P1/P2/E  
Flight Dates 08/20/2012 - 09/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) LOS ANGELES  
Salesperson ( ) JON BRUNZELL-AMER  
Salesperson Phone# 323-966-5271  
Salesperson FAX# 917-206-9888

--- CONTRACT COMMENT ---

NATIONAL ASSOCIATION OF MANUFACTURERS \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

V.5 8/22: APPLYING APPROVED MG: LN.6 ADDED AS MG FOR LN.1.  
TOTAL DOLLARS UNCHANGED, PLEASE CONFIRM, THANKS, JARED  
(\$25,200 / 13X)

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	SA	10P-11P		:30	\$1,800.00	08/25-08/25 09/01-09/01	0 1	1 1	0 1	\$1,800.00	

Rating: 7.8

Buyline Comment: 48 HOURS MYSTERY  
[MADE-GOOD BY LINE(S) 6]  
V5 Effective Dates Changed

	*6	SU	9P-10P	THE GOOD WIDE	:30	\$1,800.00	08/26-08/26	1	1	1	\$1,800.00	
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Rating: 7.8

Buyline Comment: ADDED AS MG FOR SCHEDULE CHANGE IN LINE 1  
Sales Remark: V5 ADDED AS MG FOR SCHEDULE CHANGE IN LINE 1  
[MKGD FOR SPOTS MISSED ON LN #1: 8/25(1,WK)]  
V5 Added

---REPORT TOTALS---

Report Totals: 2 / \$3,600.00

---SALES MONTHLY TOTALS---

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Aug 12: 6 / \$11,700.00 Sep 12: 7 / \$13,500.00

Sales Totals: 13 / \$25,200.00

Station Totals: 13 / \$25,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$96,923	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	52%
		WKRC	26%	WLWT	22%	WSTR	0%	WXIX	0%		

---COMPETITIVE COMMENTS---

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Books JUL11, MAY12  
Demos RA55+

Rep Order# 9797214 Ver# 4 Status Returned  
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Traffic Order# 50353

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--- REMARKS ---

new mg offer for line 1  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	SA	10P-11P		:30	\$1,800.00	08/25-09/01	1	2	2	\$3,600.00	

Rating: 7.8

Buyline Comment: 48 HOURS MYSTERY

Station Remark: V4 1x na 8/25 sched change mg sun 9-10p 8/26 ncir  
the good wife

---REPORT TOTALS---

Report Totals: 2 / \$3,600.00

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---COMPETITIVE---

Market Totals	\$96,923	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPC 52%
		WKRC 26%	WLWT 22%	WSTR 0%	WXIX 0%	

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---COMPETITIVE COMMENTS---

Books JUL11, MAY12  
Demos RA55+

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--- REMARKS ---

pls see line 1  
t/r  
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 7.8

Buyline Comment: 48 HOURS MYSTERY

Station Remark: V2 1x na 8/25 sched change mg sat 8/25 3-6p 1x @ 900. &  
sun 8/26 2-6p 1x @ 900. pga golf

1x Sun 9-10P on  
8/26 NCUR

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---COMPETITIVE COMMENTS---

Books JUL11, MAY12  
Demos RA55+

**Connell II, Jim**

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**From:** dmcullah@wkrc.com  
**Sent:** Saturday, August 18, 2012 2:21 PM  
**To:** Connell II, Jim; Williams, Lynda  
**Subject:** Spot - Preempt: National Assoc of Manufacturers - 50353

Station: WKRC-TV

**Order Information:**

Order #: 50353  
Order Total: \$25,200.00  
Agency: Target Enterprises  
Advertiser: National Assoc of Manufacturers  
Product: NAM  
Alternate Order #: 09797214  
Flight Dates: 08/20/12 - 09/05/12  
Demo: Households

Sales Information: Millennium Los Angeles, Millennium, National

The following spot(s) have been preempted:

**Preempted Spot Information (50353-1-1):**

Rate: \$1,800.00  
Air Date: Sat 08/25/12  
Eligible Days: -----Sa--  
Inventory Code: Sat Reg 3  
Inventory Description: Sat Reg 3  
Inventory Code Time: 10:00 PM-11:00 PM  
Spot Type: NM  
Length: :30  
Channel(s): [1] WKRC  
Priority: Preemptible w/o Notice  
Preempt Reason: Program Change -No Return

1x Sat 3:00 PM - 3:30 PM  
\$900 (Preempted) 8/25  
1x Sat 3:00 PM - 3:30 PM  
\$900 (Preempted) 8/26

# Spot Manager: All, 08/20/12-09/05/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: National Assoc of Manufacturers												
Agency: Target Enterprises												
Station: WKRC-TV												
Order: 50353												
Line: 1												
08/26/12	Sunday		:30	\$1,800.00		Sun Reg 3	9p-10p	NAM		P-4	3	MLA
09/01/12	Saturday	:29:15 PM	:30	\$1,800.00		Sat Reg 3	10:00 PM-11:00 PM	NAM		P-3	2	MLA
											2	
Line: 2												
08/26/12	Sunday	:45:02 PM	:30	\$3,000.00		Sun Reg 4	10:00 PM-11:00 PM	NAM		P-2	1	MLA
09/02/12	Sunday	:44:32 PM	:30	\$3,000.00		Sun Reg 4	10:00 PM-11:00 PM	NAM		P-2	2	MLA
											2	
Line: 3												
08/21/12	Tuesday	:04:54 PM	:30	\$1,800.00		NAMOH: 11p M-F Local 12 News	11:00 PM-11:35 PM	NAM		P-2	2	MLA
08/22/12	Wednesday	:18:19 PM	:30	\$1,800.00		NAMOH: 11p M-F Local 12 News	11:00 PM-11:35 PM	NAM		P-2	3	MLA
08/23/12	Thursday	:19:32 PM	:30	\$1,800.00		NAMOH: 11p M-F Local 12 News	11:00 PM-11:35 PM	NAM		P-2	1	MLA
08/27/12	Monday	:12:26 PM	:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	NAM		P-2	6	MLA
08/30/12	Thursday	:19:42 PM	:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	NAM		P-2	5	MLA
08/31/12	Friday	:12:18 PM	:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	NAM		P-2	4	MLA
											6	
Line: 4												
09/05/12	Wednesday	:33:10 PM	:30	\$1,800.00		11p M-F Local 12 News	11:00 PM-11:35 PM	NAM		P-2	1	MLA
											1	
Line: 5												
08/26/12	Sunday	:54:04 AM	:30	\$1,500.00		CBS Sun Morning	9:00 AM-10:30 AM	NAM		P-1	1	MLA
09/02/12	Sunday	:59:11 AM	:30	\$1,500.00		CBS Sun Morning	9:00 AM-10:30 AM	NAM		P-1	2	MLA
											2	
											13	
											13	
											13	
											13	
											13	

[Filtered by: ] [Sorted by: Station]